



**MEMORANDUM**

To: John McCann  
 From: Bill Lee and Barry Zepowitz  
 Tel Opinion Research  
 Date: Monday, August 20, 2018  
 RE: New Jersey Congressional District 5

Your congressional campaign commissioned our firm to conduct a benchmark survey of voter attitudes in the 5<sup>th</sup> Congressional District of New Jersey August 9 - 12, 2018. This survey had 400 completed interviews with live operators and carries a margin of error of +/- 4.9%.

The survey data suggests you are in a very competitive race. Your district is a classic swing District and it is very clear your opponent has not persuaded the voters of the 5<sup>th</sup> District that he deserves re-election.

You also have work to do. You must continue to raise significant sums of money and continue a robust campaign schedule to win this race. However, as of this date, you are in a strong competitive position.

The most dramatic finding here is: why isn't Congressman Gottheimer stronger? He benefits from a long career as a Democratic insider, has strong support from Nancy Pelosi, Senator Bob Menendez and Governor Phil Murphy and has spent literally millions of dollars attempting to raise his name identification and positives.

This race has the potential to develop very positively for you as your name identification continues to grow and the campaign becomes engaged.

Here are a few results of interest:

**HOW LIKELY ARE YOU TO VOTE IN THE NOVEMBER ELECTIONS FOR US SENATOR AND CONGRESS:**

	#	%	
1. DEFINITELY VOTING	329	82	
2. PROBABLY VOTING	71	17	
<b>TOTAL</b>	<b>400</b>		

**IF THE ELECTION FOR CONGRESS WERE BEING HELD TODAY, AND YOU HAD TO MAKE A CHOICE, WOULD YOU BE VOTING FOR THE REPUBLICAN CANDIDATE OR THE DEMOCRATIC CANDIDATE IN YOUR DISTRICT?**

	#	%	
1. DEFINITELY REPUBLICAN	127	32	
2. PROBABLY REPUBLICAN	34	9	
3. LEAN REPUBLICAN	21	5	
4. LEAN DEMOCRAT	27	7	
5. PROBABLY DEMOCRAT	28	7	
6. DEFINITELY DEMOCRAT	108	27	
98. NOT SURE	52	13	
99. REFUSED	3		
<b>TOTAL</b>	<b>400</b>		

**WHAT IS YOUR IMPRESSION OF JOHN McCANN?**

	#	%	
1. STRONGLY FAVORABLE	73	18	
2. SOMEWHAT FAVORABLE	107	27	
3. SOMEWHAT UNFAVORABLE	38	9	
4. STRONGLY UNFAVORABLE	47	12	
5. NO OPINION	73	18	
6. NOT AWARE	62	16	
<b>TOTAL</b>	<b>400</b>		

**WHAT IS YOUR IMPRESSION OF JOSH GOTTHEIMER?**

	#	%	
1. STRONGLY FAVORABLE	64	16	
2. SOMEWHAT FAVORABLE	80	20	
3. SOMEWHAT UNFAVORABLE	46	12	
4. STRONGLY UNFAVORABLE	59	15	
5. NO OPINION	75	19	
6. NOT AWARE	74	19	
<b>TOTAL</b>	<b>400</b>		

**IF THE NOVEMBER 2018 ELECTION WERE HELD TODAY, WOULD YOU VOTE TO RE-ELECT DEMOCRAT CONGRESSMAN JOSH GOTTHEIMER REGARDLESS OF WHO RAN AGAINST HIM?**

	#	%	
1. YES	121	30	
2. NO	197	49	
98. NOT SURE	81	20	
<b>TOTAL</b>	<b>400</b>		

**IF THE 2018 ELECTION FOR CONGRESS WAS HELD TODAY, AND THE CANDIDATES WERE: REPUBLICAN JOHN MCCANN DEMOCRAT JOSH GOTTHEIMER, FOR WHOM WOULD YOU BE VOTING?**

	#	%	
1. DEFINITELY MCCANN	87	22	
2. PROBABLY MCCANN	50	12	
3. LEAN MCCANN	19	5	
4. LEAN GOTTHEIMER	37	9	
5. PROBABLY GOTTHEIMER	27	7	
6. DEFINITELY GOTTHEIMER	80	20	
98. NOT SURE	99	25	
<b>TOTAL</b>	<b>400</b>		

**ABOUT TEL OPINION RESEARCH**

Tel Opinion Research was formed in 1996 and has conducted polling research projects for political campaigns across the country including polling for the National Republican Congressional Committee, the Republican Governors Association, the Republican National Senatorial Committee and numerous clients running for office in races on every level of government.

Tel Opinion Research owns its own live call center with centralized monitoring and full supervisory staff to insure a quality result with high accuracy.